



Minneapolis, Brussels, Singapore, 20 December 2018

## PRESS RELEASE

### Radisson Rewards Launches Point Redemption Program in Partnership with SOS Children's Villages

Radisson Rewards members can now redeem points for monetary donations to SOS Children's Villages.

[Radisson Rewards](#)™, the global rewards program of [Radisson Hotel Group](#)™, has introduced a new program with [SOS Children's Villages](#), allowing members to redeem Radisson Rewards points for monetary donations. SOS Children's Villages is the world's largest non-governmental organization dedicated to building loving, stable families for orphaned, abandoned, and other vulnerable children. Operating in 135 countries, including the United States, SOS Children's Villages exemplifies Radisson Hotel Group's commitment to caring for people and communities.

"The points donated through Radisson Rewards will go toward furthering the SOS Children's Villages mission of providing children with a stable and supportive family, a safe home and warm bed, education and empowerment, emergency and medical care, and more," said Inge Huijbrechts, Global Senior Vice President, Responsible Business and Safety & Security, Radisson Hotel Group. "Through Radisson Rewards donations, members will have the power to transform the lives of millions of children and families."

Members may donate points to SOS Children's Villages by visiting [www.radissonhotels.com/rewards/sos](http://www.radissonhotels.com/rewards/sos) to help provide children with items such as school supplies, clothes and even some special surprises. For example, 12,000 points donated can provide a child in an SOS foster family with a backpack or enough school supplies for a semester. There is no maximum number of points a member may donate.

"There is no better time to launch this initiative," said Meron Mathias, Senior Director, SOS Children's Villages USA. "For so many people, the holiday season represents family, friends and fellowship. Children who lack protection and a support system are increasingly vulnerable. Through the simple act of donating Radisson Rewards points, millions of members can make individual gestures of generosity that – collectively – change the course of young lives."

For an overview of the program, including Terms and Conditions, please visit [www.radissonhotels.com/rewards/sos](http://www.radissonhotels.com/rewards/sos).



[RADISSONHOTELS.COM](http://RADISSONHOTELS.COM)



###

## **MEDIA CONTACTS**

[communication@radissonhotels.com](mailto:communication@radissonhotels.com)

[Info@sos-usa.org](mailto:Info@sos-usa.org)

## **ABOUT RADISSON REWARDS**

Radisson Rewards™ (formerly Club Carlson<sup>SM</sup>), is the Radisson Hotel Group's global rewards program that offers great benefits to guests at any of our more than 1,100 hotels worldwide. Members enjoy Member Only Rates, have access to exclusive benefits, and earn towards free nights across these Radisson Hotel Group™ portfolio of hotels: Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson and Country Inn & Suites® by Radisson. As part of the Radisson Rewards™ for Business, our professional partners including meeting and event planners, travel agents or executive assistants can earn valuable points toward rewards for bookings at all Radisson Hotel Group brands. For more information, visit [www.radissonhotels.com/rewards](http://www.radissonhotels.com/rewards).

## **ABOUT RADISSON HOTEL GROUP**

Radisson Hotel Group™ (formerly Carlson Rezidor Hotel Group) is one of the world's largest hotel groups with eight distinctive hotel brands, more than 1,400 hotels in operation and under development around the world. The Radisson Hotel Group portfolio includes Radisson Collection™, Radisson Blu®, Radisson®, Radisson RED®, Park Plaza®, Park Inn® by Radisson, Country Inn & Suites® by Radisson and prizeotel. Guests can benefit from the newly rebranded Radisson Rewards™ (formerly Club Carlson<sup>SM</sup>), a global rewards program that delivers unique and personalized ways to create memorable moments that matter to our guests. Radisson Rewards offers exceptional loyalty benefits for our guests, meeting planners, travel agents and business partners. Radisson Meetings™ offers a variety of fully-equipped spaces featuring fast free Wi-Fi, A/V technology and on-site contacts designed to make every event unique. More than 95,000 global team members work for the Radisson Hotel Group and at the hotels licensed to operate in its systems. The company is headquartered in Brussels, Minneapolis and Singapore.

## **ABOUT SOS CHILDREN'S VILLAGES**

SOS Children's Villages is the world's largest nongovernmental organization dedicated to the care of orphaned and abandoned children, with 70 years of expertise. Our comprehensive approach – preventing child abandonment, offering long-term care for children in need and empowering young people with the resources to reach their full potential – transforms the lives of millions of children and families worldwide each year. For more information, visit [www.sos-usa.org](http://www.sos-usa.org).



**RADISSON**  
REWARDS

[RADISSONHOTELS.COM](http://RADISSONHOTELS.COM)

**RADISSON**  
MEETINGS